GIFTS & GRILLING

★ ★ BBQ PARTY ★ ★

PLAYBOOK

YOUR GUIDE TO EXECUTING IN-STORE PARTIES

GRILL, CELEBRATE AND GIFT ALL AT ACE

SATURDAY, DECEMBER 7TH
11AM-2PM

HOST YOUR GIFTS AND GRILLING BBQ PARTY ON DECEMBER 7TH AND MAKE YOUR ACE STORE THE HOLIDAY GIFTING DESTINATION WITH GRILLING DEMOS, HOLIDAY DECOR, AND UNBEATABLE DEALS. LET'S WRAP IT IN RED!

Retailers Who Engage Get Greater Gains

Gifts & Grilling BBQ Party: Ideas for Everyone On Your List

Saturday, December 7th is your chance to become the go-to Holiday Gifting Destination! Stock up on brands that are at the top of everyone's list. Show your customers how much you care by keeping their favorite gifts in stock because "It's easy to shop when it's in stock at Ace!"

Remember: in-store parties drive more footsteps to your store. They are

- **Experiential** – Fun, hands-on experiences for customers
- **Exclusive** – only you can throw a party that makes your customers feel valued
- **Scarce** – feature brands exclusive to Ace

Parties Increase Revenue

Results: Stores that hosted events in 2023 saw these positive impacts:

+13.3%
Avg. Sales Per Store

+11.9%
Avg. GP$ Per Store

+8.4%
Transactions

Avg Sales: Participating Compared to Non-Participating Stores

BBQ Vendors	
Big Green Egg	+22%
Blackstone	+33%
Traeger	+61%
Weber	+65%

BBQ Merchandise Classes	
868 Grills & Smokers	+22%
869 BBQ Tools/Parts/Accs	+33%
870 BBQ Fuel & Accs	+61%
873 BBQ Sauces & Seasonings	+65%
All BBQ MCs	67.3%

Weather Woes? Bring the Fun Indoors

To keep making your store the one-stop shop, here are some of the ideas we'd recommend you continue to activate through year's end. Outside or indoors, keep your customers coming back.

PUBLIC RELATIONS (PR) MATERIALS https://acenet.aceservices.com/marketing/promotions/in-store-parties-and-demos Make use of free publicity and get your event posted on the community calendars.

ACE SCAVENGER HUNT

Think of a scavenger hunt that draws attention to key categories around your store.

PET ADOPTION EVENT

Many Ace stores partner with local animal shelters or rescue groups to host adoption events.

Children's Miracle Network Hospitals

CMN FUNDRAISER

Partner with your local Children's Miracle Network Hospital for a fundraiser by doing a Roundup for Kids, or invite CMN Hospital patients and representatives to participate.

Spread The Word

In-Store Signage

Included in your December Promotional Sign Kit.

Endcap

Window Poster

Advertise on SOCi

Option 1:

- If you opted in to the Party/SOCi LOI, no action is needed. We will do the marketing for you.
- Video carousel ad will be advertised on your behalf. Check out the creative for the 12-2024 Gifts & Grilling Party.

Option 2:

If you missed the Party/SOCi LOI sign-up, then:

- Locate the video (.mp4) file in the SOCi 12-2024 Win the Month Library.
- Post the video file organically, or use the SOCi BoostPlus or AdsPlus modules to advertise.

Highlighted Offers:

- Blackstone Griddle 8093915, Weber, Traeger, Big Green Egg MAP drops
- $179 Milwaukee M18 Compact Cordless Brushless 2 Tool Combo Kit (2032473)
- $99 Craftsman Versastack Mechanic's Tool Set (2019653)
- $99 DeWalt 20V MAX 6-1/2 in. Cordless Brushed Circular Saw Tool Only (2393122)
- $50 Instant Savings EGO 56 V Battery Snow Blower Kit (Battery & Charger) (7009696)

Looking to create your own assets? Logos and other creative are available in Brandfolder!
Creative (External Only) > 2024 > Style Guides > Gifts & Grilling Party

Demos From Best Brands

BBQ Product Demo

Shop All Big Green Egg

Big Green Egg 24" XLarge EGG Package with Acacia Table

Ace SKU# 8797953
Mfr #TBLPKGXL

Big Green Egg

GRILL FEATURE

BBQ SAUCES AND RUBS

Stock multiple Ace exclusive brands of BBQ Sauces and Rubs. Multiple brands appeal to a wider audience, drive foot traffic and keep customers coming back for more tasty finds.

Exclusive to Ace*

Meat Church BBQ

* Meat Church is not exclusive to Ace, but this one Meat Church item is Ace Exclusive.

8108083

LOUD MOUTH BARBEQUE

BBQ Sauce Tasting Station

Squeeze Bottles
SKU 8083956

Sampling Spoons
SKU 66040

Pretzels
SKU 9388869

Napkins
SKU 6000003

Lysol Wipes
SKU 1018488

Product Demos from Best Brands

Big Green Egg · EGO · Milwaukee · DEWALT · CRAFTSMAN

Demos From Best Brands

BBQ Demo

Big Green Egg® Candy Cane Bacon Twists with Meat Church Hickory BBQ

Try this delicious Bacon Twists recipe using Meat Church's Hickory BBQ Rub, exclusive to Ace, for a smoky, irresistible flavor.

Ingredients

- 1-1/2 lbs Thick-Cut Applewood Bacon
- 3 tsp Meat Church Hickory All-Purpose BBQ Rub (Ace SKU # 8108083)
- Brown Sugar (optional)

Instructions

1. Ignite the Big Green Egg and set it up for indirect cooking. Hold the temperature at 350˚F.
2. Place the bacon onto a parchment-paper-lined sheet pan, laying the strips flat. Lightly season the top side with Hickory Rub.
3. Hold one end of each bacon strip and twist into long spirals.
4. Place the twisted bacon back onto the parchment-lined sheet pan and season again with Hickory Rub.
5. (Optional) Sprinkle brown sugar over the bacon twists.
6. Place the sheet pan on the grill grate over indirect heat and cook for 15 minutes to render the fat and set the twists.
7. After 15 minutes, remove the bacon twists from the sheet pan and place directly onto the grill grate.
8. Cook for an additional 15 minutes or until they reach your desired level of crispness.
9. Once done, remove from the grill and let cool for 15 minutes. Enjoy!

Demos From Best Brands

Power & OPE Demos

M12™ Brushless Pruning Shears Kit (7026319)

Demo Setup

- (1) Jaw Stand
- (1) 3/4" x 48" Softwood Dowel

Demo

- Open Jaw Stand
- Place Dowel Inside Stand
- Close Jaw Stand
- Attempt to Cut Dowel with Manual Pruner and Lopper
- Cut Dowel Multiple Times with M12™ Brushless Pruning Shears

Key Takeaways

- Brushless Motor: Delivers Power to Cut Up to 1-1/4" Branches
- Delivers up to 75% faster application speed compared to manual solutions
- Active Blade Control and Mode Select allows optimized blade opening and movement for different application needs
- Up to 75% less muscle effort compared to manual solutions
- Fully compatible with 150+ solutions on the M12™ system

DEWALT USB-C LED Flashlight or Worklight (3013889 or 3013893)

Supplies/Tools needed

- 3013889 or 3013893
- Charging Brick/Power Supply (3003451 Recommended)

Demo Setup Instructions

- Ensure Flashlight/Work light is charged the night before demo
- Walk through Features and benefits of either light
- Make sure to show the magnetic feature
- Associate or customer turn on light and show brightness
    - Don't aim light directly at eyes

Top 3-5 Features of the Product (Talking Points to Customer)

- 3013893 & 3013889
    - **Jobsite Tough:** Durable housing and IP54 rated for dust and water protection
    - **Powerful LEDs:** Up to 1,000 lumens of brightness on high mode
    - **Fast Charging:** Charge integral battery in as little as 75 minutes
    - **Hook:** Hang on hoses, pipe, tune or cables for hands-free operation
    - **Magnetic:** Strong magnet on back to mount light on metal jobsite surfaces

Demos From Best Brands

Power & OPE Demos

EGO

POWER+ 21" Single Stage Snow Blower (SKU 7024673, model SNT2112)

Supplies/Tools needed

- POWER+ 21" Single Stage Snow Blower (model SNT2112)
- Extra batteries and charger

Demo Setup Instructions

- Install fully charged batteries
- Point out main controls, explain purpose and then demonstrate:
  - **Power Button:** Must be pressed before starting the motor.
  - **Bail Switch:** Pull towards the handle to start the motor and auger, release to stop the auger.
  - **Auger Speed Control Lever:** Adjusts auger speed – faster for more distance, slower to limit throw.
  - **Chute Direction Handle:** Rotates the chute 180° left/right to aim snow where needed.
  - **Chute Deflector Handle:** Adjusts the chute's pitch to control snow height.
  - **4x Headlights:** Turn on/off for visibility in low light; on/off button is near the Power button.

Top Features of the Product (Talking Points to Customer)

- **Peak Power™ Technology:** Uses the combined power of 2 EGO batteries for efficiency, maximizing run time and battery life.
- **Performance:** Clears up to a 12-car driveway with 8 inches of snow using the included 2x 5.0Ah batteries. Batteries charge in 50 minutes with the dual-port charger.
- **Throwing Distance:** Throws snow up to 40 feet.
- **Convenient Storage:** Handle side rails collapse for easy storage.

CRAFTSMAN

CRAFTSMAN V20 Inflator (8090757 or 8063959)

Supplies/Tools needed

- 8090757 or 8063959
- (2) Fully Charged V20 Batteries (2827590 Recommended)
- Inflatable item, such as football, basketball, vehicle tires, etc.

Demo Setup Instructions

- Ensure batteries are charged the night before demo
- Remove air from inflatable item if necessary (if demoing on vehicle tire, only remove some air so there is not a completely flat tire on a vehicle)
- Point out features of inflator
- Use needle or air chuck to inflate object

Top 3-5 Features of the Product (Talking Points to Customer)

- 8090757
  - Accurate pressure reading with easy-to-read digital display
  - High pressure pump provides up to 150 PSI max pressure and allows for wide variety of inflation applications
  - Onboard accessory storage - for presta adapter, inflator needle, & tapered nozzle

Paint Demos

Furniture Flip: Paint Demo

Transform an ordinary furniture piece into a stunning one with this easy-to-follow guide. This demo will show how to use Minwax® and Magnolia Home by Joanna Gaines® products to create a beautiful painted and stained finish.

What you'll need:

- Minwax® Stain (Jacobean) 1 qt (SKU 12400); 1/2 qt (SKU 12398)
- Minwax® Fast-Drying Semi-Gloss Polyurethane 1 qt (SKU 13114)
- Magnolia Home by Joanna Gaines® Chalk Style Paint in Signature MAG121 (SKU 1801125)
- Sanding Sponge (SKU 13114), Wiping Cloth (SKU 1024975)
- Gloves (SKU 6204390, large), lattice wood trim, nail gun or glue

Prep

1. Trim furniture legs or parts as needed
2. Lightly sand the surface for smoothness and paint/stain adhesion
3. Wipe with a tack cloth to remove dust

Painting

1. Apply the first coat of Magnolia Home by Joanna Gaines® Chalk Style Paint
2. Lightly sand once dry, then wipe clean
3. Apply the second coat to reduce grain visibility

Staining

1. While paint dries, apply Minwax® Stain with a rag for even coverage
2. For a deeper color, apply a second coat after the first dries
3. Let stain dry before adding a protective coat

Protective Coat (Polyurethane):

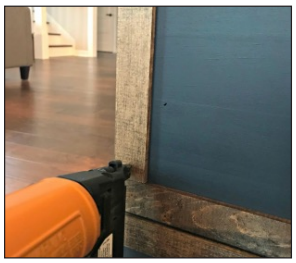
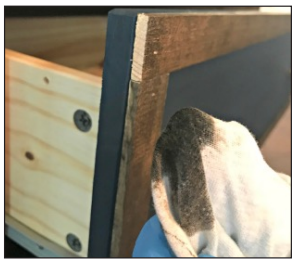
1. Stir polyurethane (don't shake)
2. Apply light, even coats, using a light source to check for smoothness
3. Multiple light coats are better than one heavy coat

Demo Tips:

- Sand between coats
- Use a rag for staining
- Stir polyurethane to avoid bubbles
- Use a light source for a smooth protective coat
- Pre-stain lattice trim and attach with a nail gun

Benefits / Talking Points:

- Minwax® Stain: Rich, deep color with easy application
- Minwax® Polyurethane: Fast-drying, durable finish
- Magnolia Home by Joanna Gaines®: Excellent coverage and hide, easy application

Paint Project Demo Idea

MAKE YOUR STORE A HOLIDAY HIT: BUILD A PAINT-THEMED CHRISTMAS TREE

This holiday season, create a unique and eye-catching Christmas tree by decorating it with paint and hardware-inspired ornaments. It's a great way to showcase your store's creativity while engaging customers. Here's how you can get involved:

DIY Ornaments:

Choose from fun ideas like:

- Dipped Paint Brushes
- Paint-filled Plastic Ornaments
- Paint Stick Ribbons
- Mini Clark+Kensington Paint Cans
- Paint Chip Garland
- Tree Topper Star

Choose Your Creation Method:

- Staff-Made: Have your team craft the ornaments.
- Customer-Made: Host a workshop where customers help paint and assemble these decorations!

Decorate Your Store or Tree:

Use these ornaments to bring festive charm to your tree or hang them around your store.

Get Started:

For a full list of supplies and instructions, please download the Paint-Themed Christmas Tree Instructions from ACENET > Marketing > Promotions > In-Store Parties & Demos

KIDS ACTIVITY PAGE

The Ace Advent calendar is always a hit with stores and customers! Print these out and have them handy on the day of the party!

Food Safety and Other Helpful Information

How to Serve Safe Food and Comply with Local Health Department Regulations

Keeping the cooking and sampling area impeccably clean is crucial to serving safe food and ensuring customers trust in our demo serving. It also helps with compliance with local health department rules and regulations. Make sure to keep your hands and uniform clean, as well as practice proper handwashing and safe food storage and holding. Follow these additional guidelines to keep you and your customers safe during this event:

Prepping for Your Event

Partner with your local health department to create a health plan for demos. Once they see that you have this well planned, they will be there to support you in your demo endeavors.

Plan your demos for the year and submit them all to the health department at once with your sanitation plan, layout and other required documents.

Understand Your Event Plan

What food are you sampling?

- Nonperishable – crackers, nuts, etc.
- Low Risk – Fully cooked foods or heat-and-serve foods
- Medium Risk – Partially cooked foods; some raw ingredients
- High Risk – All raw ingredients and raw prep

Where was the food purchased?

What kind of storage/prep is required?

- Food storage before demo
- Prep before demo
- Storage during demo

Things to Have on the Day Of:

- Temperature log for hot and cold temperature tracking
- Handwashing station – see example of layout on page 4
- When possible, use disposable serving utensils
- Proper use of gloves
- Proper food serving techniques
- Proper food handling steps
- Hand sanitizer out for customers and associates (food grade and food surface contact). You can buy pre-mixed sanitizer.
- Fire extinguisher

Food and Safety Information (Continued)

Things to Remember:

- Not all health departments require permits; check with your local area to see what is required
- Once permitted, frame and display the permit for your customers to see
- Even though a locale may not require a permit for a demo, you should still maintain safe food handling and serving procedures
- Check with local health department for food handler's classes; having your ambassador take a class may not be required but is always a good idea
- Some food handler's classes are available online
- Once they have passed the class, frame and display the food handler's card at the demo
- Planning your events for the year is a good way to get your local health department involved and show them your plan for doing demos

Note:

- If you can't serve samples because of health department concerns, you can still demo your grills without having to cook. Turn on the Traeger to smoke and show off, turn on the Weber, or fire up the Big Green Egg.
- Keep all grills below 250 degrees F to enhance the smoking of the grills. Always be sure to place signs that state "CAUTION: HOT GRILL." Getting the senses going with smoke is the start of the conversation around grilling.

Another way to showcase your grills is to cook lunch for your associates. You don't need to sample food to sell grills; smoke will create the buzz and curiosity.

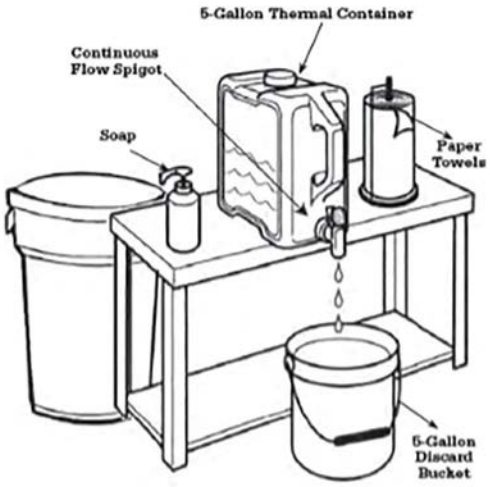
Acceptable Handwashing Station for Temporary Food Vendors

Proper handwashing is critical to preventing foodborne illness. Hands must be washed before starting work, after handling raw meat, after using the restroom and any other time hands become soiled. The handwashing station must be set up prior to beginning food preparation or service, and should be located where it's easily accessible and convenient for all temporary food workers.

Setup

Required Items:

- A five-gallon or larger insulated container filled with warm water (100°F–120°F) for handwashing delivered through a spigot or spout that is continuously flowing. (No push-button spigots.)
- A container for wastewater retention (i.e., five-gallon bucket), which must be disposed of into an approved sewer or wastewater system once full.
- Hand soap and paper towels (sanitizers DO NOT replace handwashing).



Wash Hands Before: Starting to Work | Handling Ready-to-Eat Food

Wash Hands After: Using the Restroom | Sneezing | Coughing | Touching Raw Food | Touching Face or Hair | Eating or Drinking | Emptying Garbage | Smoking | Any Chance of Contamination

The helpful place.